

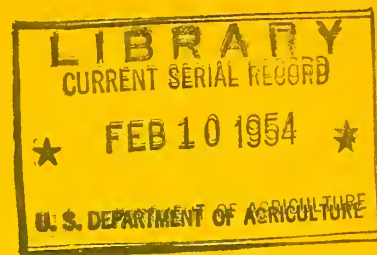
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Cap. 2

# Consumer PURCHASES OF FRUITS AND JUICES



in November  
1953



UNITED STATES DEPARTMENT OF AGRICULTURE  
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.  
December 1953

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America,  
under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN NOVEMBER 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of oranges, frozen concentrated orange juice, and canned single-strength orange juice during November 1953 totaled the equivalent of about 6,500,000 boxes of fresh fruit. This was only slightly more than in the corresponding month last year. Purchases of frozen orange juice declined from the preceding month and were only moderately larger than in November 1952. Continued smaller purchases of canned single-strength orange juice compared with a year earlier offset, in part, an increase in purchases of fresh oranges. Prices consumers reported for frozen, as well as canned orange juice, averaged considerably higher than in November a year ago. California-Arizona oranges were down 5 cents a dozen, while Florida oranges were up about  $1\frac{1}{2}$  cents.

About 2,400,000 boxes of grapefruit were purchased by households during November in the form of fresh fruit and canned juice. This was an increase of approximately 10 percent compared with a year earlier. Smaller purchases of canned single-strength grapefruit juice were more than offset by larger purchases of the fresh fruit. Florida grapefruit averaged about 84 cents a dozen, 6 cents less than in November last year. California-Arizona grapefruit--averaging 78 cents a dozen--were down by a similar amount. Canned single-strength grapefruit juice continued to be about 4 cents per 46-ounce can higher than a year earlier.

During November households' purchases of fresh lemons, lemon juice, and concentrate for lemonade were equal to 314,000 boxes of fresh fruit. This total was up 15 percent from a year earlier. Larger purchases of fresh lemons accounted for most of the increase. Purchases of concentrate for lemonade, however, showed the largest relative gain compared with November a year ago. Purchases of lemon juice by households were almost unchanged. Householders paid about 47 cents per dozen for fresh lemons in November, almost the same as a year earlier. Prices paid for canned and bottled juice averaged almost 13 cents per  $5\frac{1}{2}$ -ounce can, up 1.5 cents.

Consumers bought almost as much canned single-strength juice in November as in the preceding month or in the same month a year ago. Somewhat larger purchases of tomato and prune juices did not quite offset smaller purchases of the major canned citrus juices. Prices households paid for citrus juices were considerably higher than a year earlier but for other single-strength juices were changed little.

## FROZEN JUICES AND ADES

Purchases of frozen concentrated orange juice by householders declined slightly in November 1953 to a total of about 4,100,000 gallons. This was only about 100,000 gallons more than was purchased in this month last year (fig. 4). Prices reported for frozen orange juice averaged 19.1 cents per 6-ounce can, up about half a cent from October and almost 3 cents more than in November a year ago. This was the highest average price reported for frozen orange juice since December 1951.

About 29 percent of all families bought frozen orange juice during November, down slightly from October, but up 2 percentage points from a year earlier (table 2). Purchases during the month averaged nearly 7 of the 6-ounce cans per buying family.

Frozen concentrated grape juice purchases by householders during November totaled about 250,000 gallons, almost unchanged from the preceding month (table 2). The amount bought, however, was more than half again as large as in November a year ago. Prices consumers paid--averaging 21.7 cents per 6-ounce can--were almost unchanged from last year. During the month a little more than 4 percent of the families reported purchasing frozen grape juice.

November 1953 household purchases of canned single-strength orangeade totaled 312,000 cases of 24 No. 2 cans--down somewhat from the preceding month. Prices reported by consumers again averaged about 28 cents per 46-ounce can. Data concerning purchases and prices paid for canned orangeade are not available for the corresponding month last year (fig. 5). About 3 percent of all families bought canned orangeade during November compared with 12 percent that bought canned single-strength orange juice. About 1 percent of the families bought shelf-pack concentrate for orangeade and 1 percent bought the frozen concentrate for orangeade.

Consumers' purchases of shelf-pack concentrated orangeade amounted to about 80,000 gallons in November while those of frozen concentrated orangeade totaled about 90,000 gallons (table 2). Although purchases are still relatively small, this represented a continued gain in purchases of frozen concentrated orangeade. This is contrary to an apparent seasonal decline in purchases of both shelf-pack concentrated orangeade and canned single-strength orangeade. Prices householders paid for frozen orangeade were unchanged from the preceding month at 17 cents per 6-ounce can, while those for shelf-pack concentrated orangeade--about 15 cents per 6-ounce can--were down slightly from the preceding month.

Approximately 160,000 gallons of frozen concentrate for lemonade were purchased by householders during November (table 2). Although purchases were down seasonally--only about three-fifths as large as in the preceding month--they were about 50 percent larger than in November last year. Prices consumers paid averaged 18.4 cents per 6-ounce can, nearly  $1\frac{1}{2}$  cents higher than a year earlier. About 3 percent of the families purchased frozen lemonade and purchases during the month averaged nearly 3 cans per buying family.



## CANNED JUICES

Householders reported buying a total of about 6,800,000 cases (equivalent No. 2 cans) of canned single-strength juices during November 1953 (table 1). This total was down slightly from November a year ago. Householders bought somewhat larger quantities of tomato and prune juices during the month, but these increases failed to offset completely the drop in purchases of the major canned citrus juices. Purchases of lemon juice and of pineapple juice were about the same as a year ago, while purchases of grape juice were down about one-tenth. Prices that consumers paid changed little from the preceding month. Compared with a year ago, however, prices paid for citrus juices averaged from an eighth to a sixth higher while prices paid for most other juices were up one or two cents per 46-ounce can. The average price paid for tomato juice was down about a cent per 46-ounce can. About half of all families bought one or more of the canned single-strength juices during the month.

Purchases of canned single-strength orange juice by households amounted to about 1,140,000 cases (equivalent No. 2 cans) during November, about a fifth less than in the same month a year ago. This decrease was a result of both a smaller number of families buying canned orange juice and smaller purchases per buying family. Prices paid averaged about 33 cents per 46-ounce can, almost 4 cents more than a year earlier.

Householders bought about 834,000 cases (equivalent No. 2 cans) of canned single-strength grapefruit juice during November (table 1). This was almost as much as in the preceding month and in November a year ago. Almost 9 in 100 families bought grapefruit juice during the month, about the same as a year ago, and purchases averaged 2 of the 46-ounce cans per buying family, also unchanged from a year ago. Prices paid, averaging about 28 cents per 46-ounce can, were up 4 cents from November 1952.

Consumers bought only 258,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice during November, one-third less than a year earlier (table 1). For almost a year monthly purchases of canned orange-grapefruit blended juice have been below those made in the same month a year earlier. Purchases reported for November were the lowest for any month in this series. Compared with a year ago, the decrease was a result of both fewer families buying and smaller purchases per buying family. Buying families purchased an average of about 1-1/2 of the 46-ounce cans during the month, about a third of a can less than in November 1952. Prices paid averaged almost 32 cents per 46-ounce can, up 4 cents from a year ago.

Householders bought about the same quantity of canned and bottled lemon juice in November as in this month a year ago (table 1). This volume of purchases was maintained at the same time that purchases of fresh lemons and of concentrate for lemonade increased substantially. About the same number of families bought lemon juice during November as a year earlier--26 in a thousand--and their purchases averaged about the same 3-1/2 of the 5-1/2-ounce cans per buying family. Prices paid, averaging almost 13 cents per 5-1/2-ounce can, were about the same as in the preceding month, but were up 1-1/2 cents from a year earlier.

Consumers bought about 1,800,000 cases (equivalent No. 2 cans) of tomato juice during November, a little more than in this month a year ago. Prices paid averaged about 26 cents per 46-ounce can (table 1). Purchases of pineapple juice were equal to about 1,200,000 cases, the same as a year ago. November marked the third month in a row in which tomato juice and pineapple juice ranked in first and second places, respectively, among the single-strength juices purchased by householders.

#### FRESH CITRUS FRUIT

Householders bought about 2,800,000 boxes of fresh oranges during November, about a fourth more than in this month last year (table 3). This was the largest volume reported in any November since this series began. Purchases of Florida oranges by householders--1,134,000 boxes--were nearly a fifth more than in November 1952. Purchases of California-Arizona oranges, amounting to about 1,284,000 boxes, were considerably larger than in November 1952.

The larger volume of purchases of California-Arizona oranges was the result of a considerable increase in the number of families buying during the month--24 compared with 17 per 100 last November--as well as larger purchases per buying family (table 3). Purchases averaged about 2-1/3 dozen per buying family compared with 2 dozen in November 1952. Prices paid for California-Arizona oranges averaged 37 cents per dozen during November, almost 5 cents less than in the same month last year.

The gain in purchases of Florida oranges in November, though not as marked as that in California-Arizona oranges, was also the result of an increase in the number of families buying, 8 percent more than in November last year, as well as larger purchases per buying family, 10 percent more than in November 1952 (table 3). The average price paid for Florida oranges was 32 cents per dozen, almost 2 cents higher than during November last year.

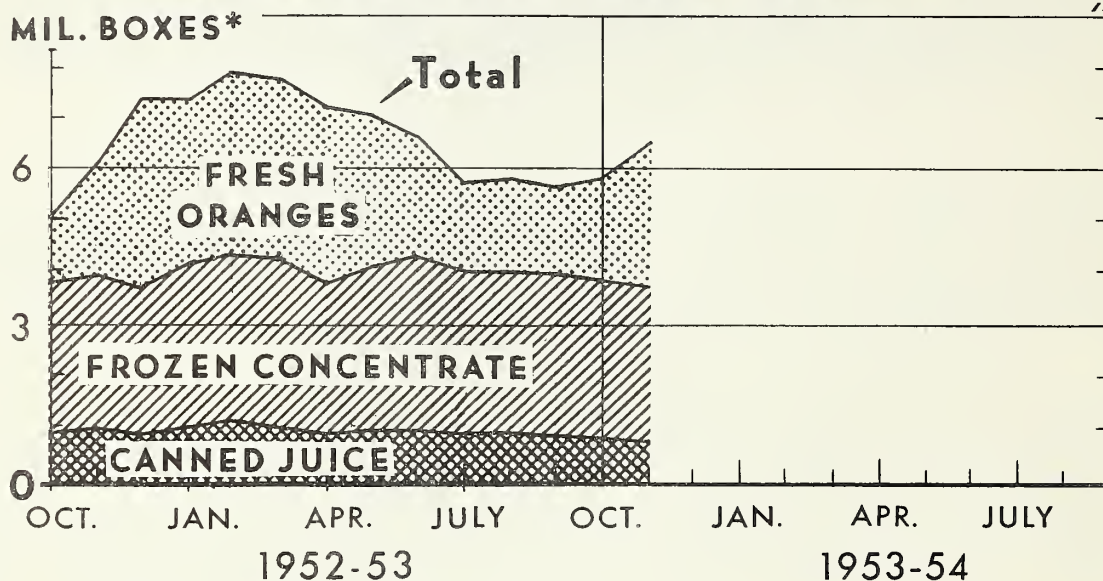
Householders reported buying 1,618,000 boxes of grapefruit during November, up almost a third from a year earlier (table 3). Prices paid averaged 83 cents per dozen, over 7 cents less than in the same month last year. More families bought grapefruit in November than in the same month a year ago, 31 per 100 families compared with 26. Their purchases averaged about 9 units per buying family compared with slightly less than 8 units a year earlier.

Consumers bought about 215,000 boxes of fresh lemons in November 1953, the largest quantity reported for this month since this series began in October 1949 (table 3). Compared with a year ago, purchases of fresh lemons were up more than a sixth. The large volume of lemons purchased was the result of more families buying during the month--19 per 100 compared with 16. Average purchases of families buying during the month, however, remained unchanged, about 9 lemons per family. Prices paid averaged almost 47 cents a dozen, up 1 cent from a year ago. Purchases of lemons in the form of juice, fresh fruit, and concentrate for lemonade, on a fresh equivalent basis, exceeded those of November last year by almost a sixth (fig. 3). Purchases of fresh lemons accounted for most of this increase. Purchases of concentrate for lemonade showed the strongest relative gain. Purchases of lemon juice were almost unchanged.



Tangerine purchases by householders totaled about 356,000 boxes during November (table 3). This was more than 5 times as much as was purchased in any November since this series began in 1949. This increase was the result of more families buying tangerines during the month--nearly 10 per 100 compared with 2 last November--as well as larger purchases per buying family, averaging a little more than a dozen tangerines during November compared with 9 during the same month a year earlier. Prices paid averaged slightly above 42 cents a dozen, down about 4 cents from a year ago.

# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 4-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1952 to date

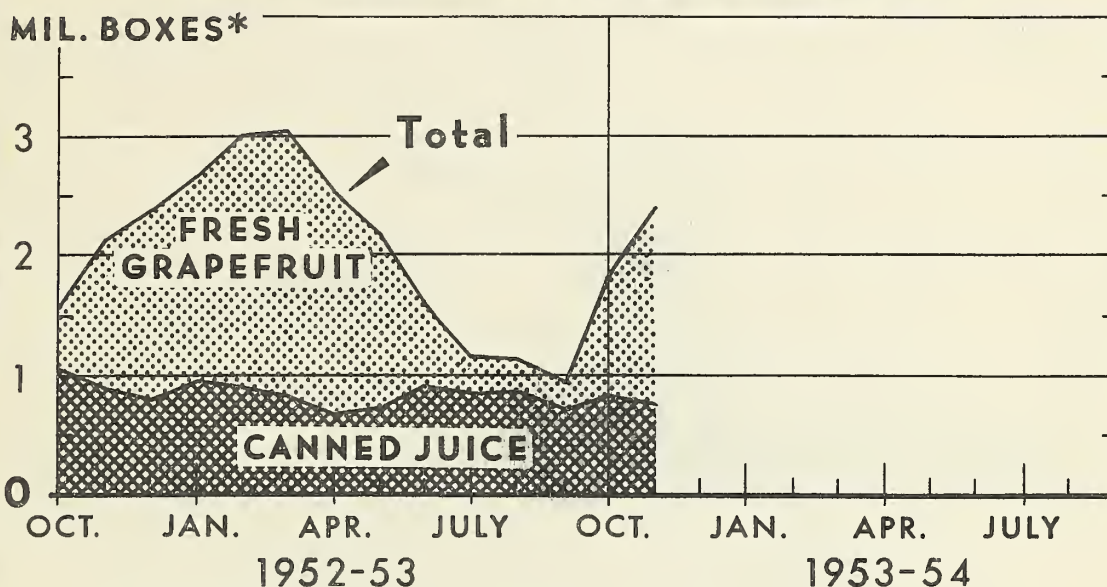
Period	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice <sup>1/</sup>		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,944	1,261	3,002	2,868	828	1,000	5,774	5,129
November	2,797	2,240	2,918	2,911	790	1,005	6,505	6,156
December		3,625		2,842		911		7,378
October-December <sup>2/</sup>		7,759		9,277		3,121		20,157
January		3,154		3,078		1,072		7,304
February		3,536		3,145		1,224		7,905
March		3,397		3,252		1,016		7,665
October-March <sup>2/</sup>		18,667		19,597		6,732		44,996
April		3,310		2,893		986		7,189
May		2,885		3,113		1,020		7,018
June		2,288		3,331		1,018		6,637
October-June <sup>2/</sup>		27,769		29,650		9,994		67,413
July		3,162		3,144		934		7,240
August		1,782		3,069		959		5,810
September		1,643		3,067		832		5,542
Season <sup>2/</sup>								

<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>3/</sup> Revised.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 5-53(11) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1952 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice <sup>1/</sup>		Total	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	959	545	831	1,030	1,790	1,575
November	1,618	1,240	765	900	2,383	2,140
December		1,588		808		2,396
October-December 2/		3,738		2,952		6,690
January		1,703		975		2,678
February		2,093		913		3,006
March		2,216		835		3,051
October-March 2/		10,284		5,884		16,168
April		1,848		687		2,535
May		1,446		748		2,194
June		686		924		1,610
October-June 2/		14,494		8,427		22,921
July		3,305		851		3,156
August		267		874		1,141
September		221		721		942
Season 2/						

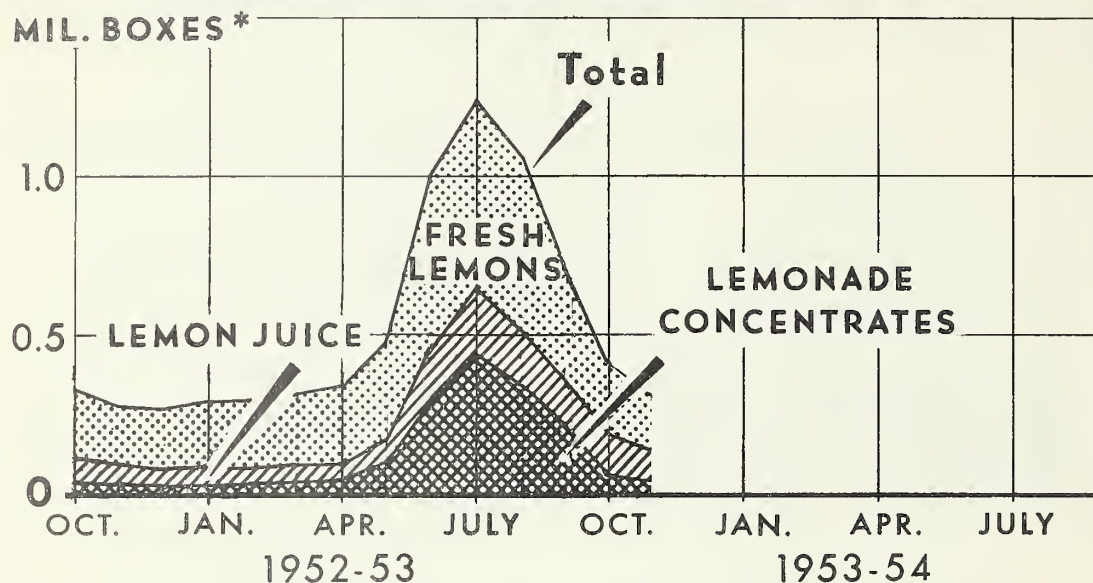
<sup>1/</sup> These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

<sup>3/</sup> Revised.



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 6 - 53 (11) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1952 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	277	209	66	69	64	39	67	41	410	319
November	215	184	58	60	39	27	41	29	314	273
December		190		50		19		21		261
October-December 3/		634		191		88		95		920
January		210		57		20		24		291
February		218		47		23		27		292
March		229		57		29		33		319
October-March 3/		1,346		368		165		186		1,900
April		242		52		39		45		339
May		307		73		87		95		475
June		548		169		271		289		1,006
October-June 3/		2,562		688		598		654		3,904
July		587		206		404		436		1,229
August		558		163		310		334		1,055
September		355		116		197		213		684
Season 3/										

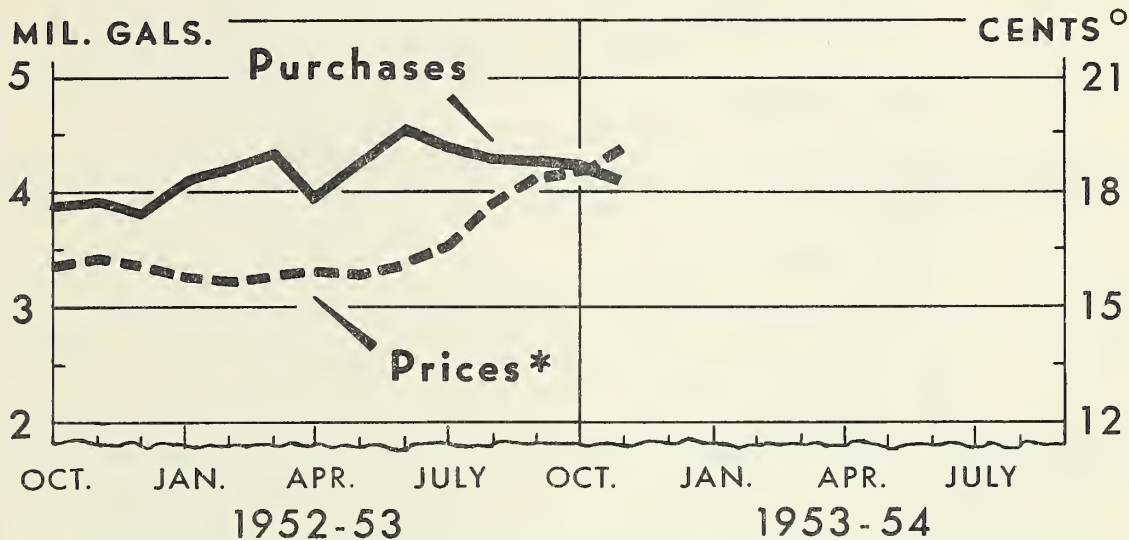
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

<sup>o</sup>PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 7-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 4

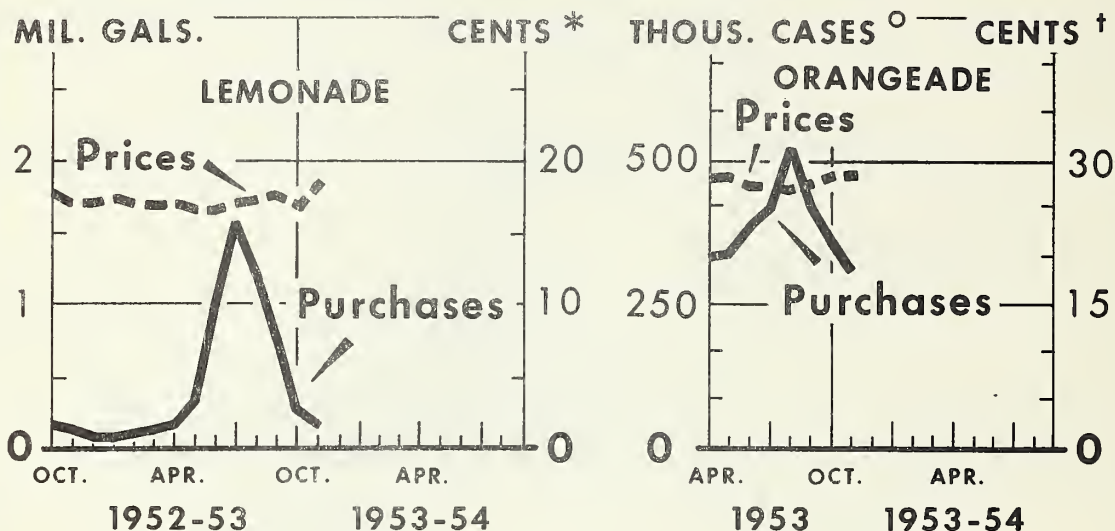
Frozen concentrated orange juice: Consumer purchases and average price paid, October 1952 to date

Period	Purchases		Average price per 6 oz. can	
	1953-54	1952-53	1953-54	1952-53
	1,000 gallons	1,000 gallons	Cents	Cents
October	4,205	3,871	18.6	16.1
November	4,087	3,929	19.1	16.3
December		3,836		16.1
October-December 1/		12,519		
January		4,126		15.8
February		4,216		15.7
March		4,359		15.8
October-March 1/		26,353		
April		3,963		16.0
May		4,265		15.9
June		4,563		16.1
October-June 1/		40,124		
July		4,403		16.6
August		4,299		17.7
September		4,295		18.4
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA  
 \* CENTS PER CAN OF 6 OUNCES ° EQUIVALENT CASES OF 24 #2'S † CENTS PER CAN OF 46 OUNCES

U. S. DEPARTMENT OF AGRICULTURE

NEG. 8-53 (11) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, specified months, 1952 to date

Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1953-54 1,000 gallons	1952-53 1,000 gallons	1953-54 Cents	1952-53 Cents	1953-54 1,000 cases 1/	1952-53 1,000 cases 1/	1953-54 Cents	1952-53 Cents
October	267	160	17.2	17.6	356	2/	28.1	2/
November	162	110	18.4	17.0	312	2/	28.2	2/
December		77		17.0		2/		2/
October-December 3/		364				2/		
January		77		17.3		2/		2/
February		90		17.0		2/		2/
March		111		16.9		2/		2/
October-March 3/		662						
April		153		17.1		328		28.0
May		336		16.7		330		28.2
June		1,053		16.7		382		27.3
October-June 3/		2,340				2/		
July		1,566		17.0		417		27.3
August		1,203		17.3		509		26.9
September		762		17.6		413		27.8
Season 3/		6,184				2/		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ Not available.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



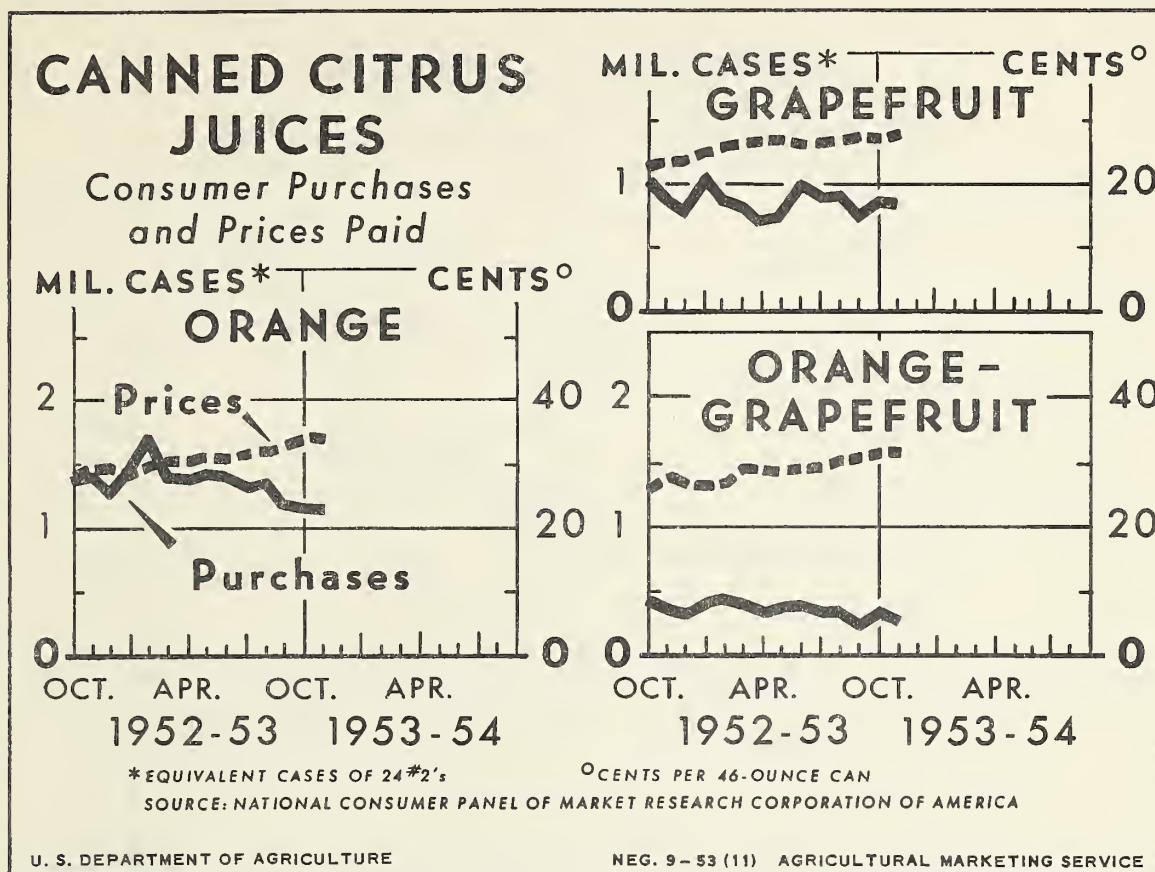


Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1952 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average price		Purchases		Average price		Purchases		Average price	
	per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can		per 46 oz. can	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	1,170	1,375	33.4	28.8	884	1,001	27.1	23.0	326	450	31.8	26.4
November	1,143	1,412	33.3	29.6	834	875	27.6	23.6	258	393	31.6	27.6
December		1,292		29.6		797		24.2		330		26.9
October-December 2/		4,362				2,883				1,263		
January		1,497		28.6		1,012		25.3		413		26.6
February		1,720		29.7		915		26.0		452		27.4
March		1,411		30.5		840		27.0		408		29.2
October-March 2/		9,444				5,859				2,640		
April		1,402		30.6		704		27.2		352		29.2
May		1,440		30.9		766		27.2		383		29.2
June		1,436		31.1		991		26.4		384		29.3
October-June 2/		14,023				8,505				3,860		
July		1,329		31.5		906		26.8		351		29.4
August		1,362		32.3		929		27.2		363		30.5
September		1,208		32.9		784		27.4		265		31.3
Season 2/												

1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

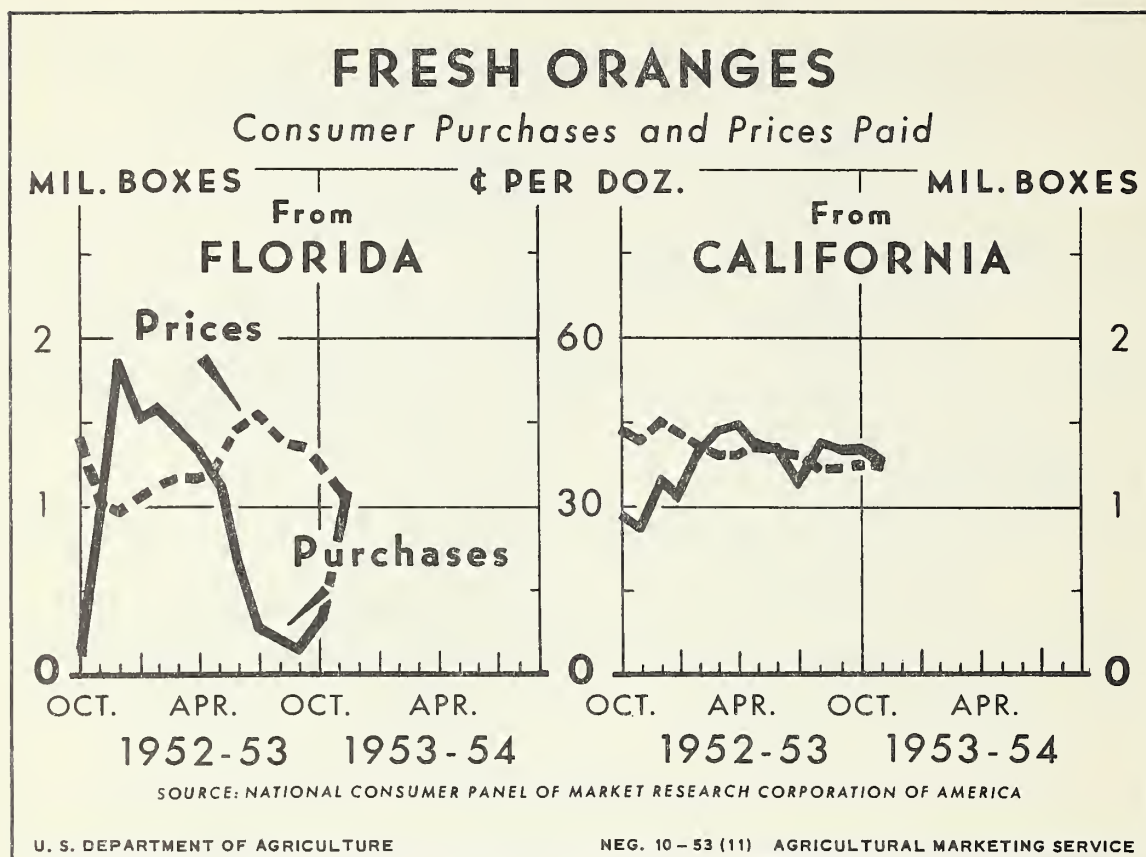


Figure 7

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid,  
October 1952 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53	1953-54	1952-53
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	302	138	37.4	42.4	1,379	933	37.4	43.3
November	1,134	947	34.9	30.3	1,284	866	36.9	41.7
December		1,870		29.3		1,147		45.8
October-December 1/		3,307				3,087		
January		1,520		31.8		1,072		43.2
February		1,600		34.1		1,305		40.7
March		1,474		35.6		1,444		39.3
October-March 1/		8,252				7,233		
April		1,347		35.6		1,494		38.9
May		1,137		37.0		1,352		41.1
June		617		44.3		1,350		40.1
October-June 1/		11,586				11,733		
July		256		47.8		1,127		39.2
August		190		42.0		1,376		36.7
September		130		41.3		1,331		37.1
Season 1/								

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

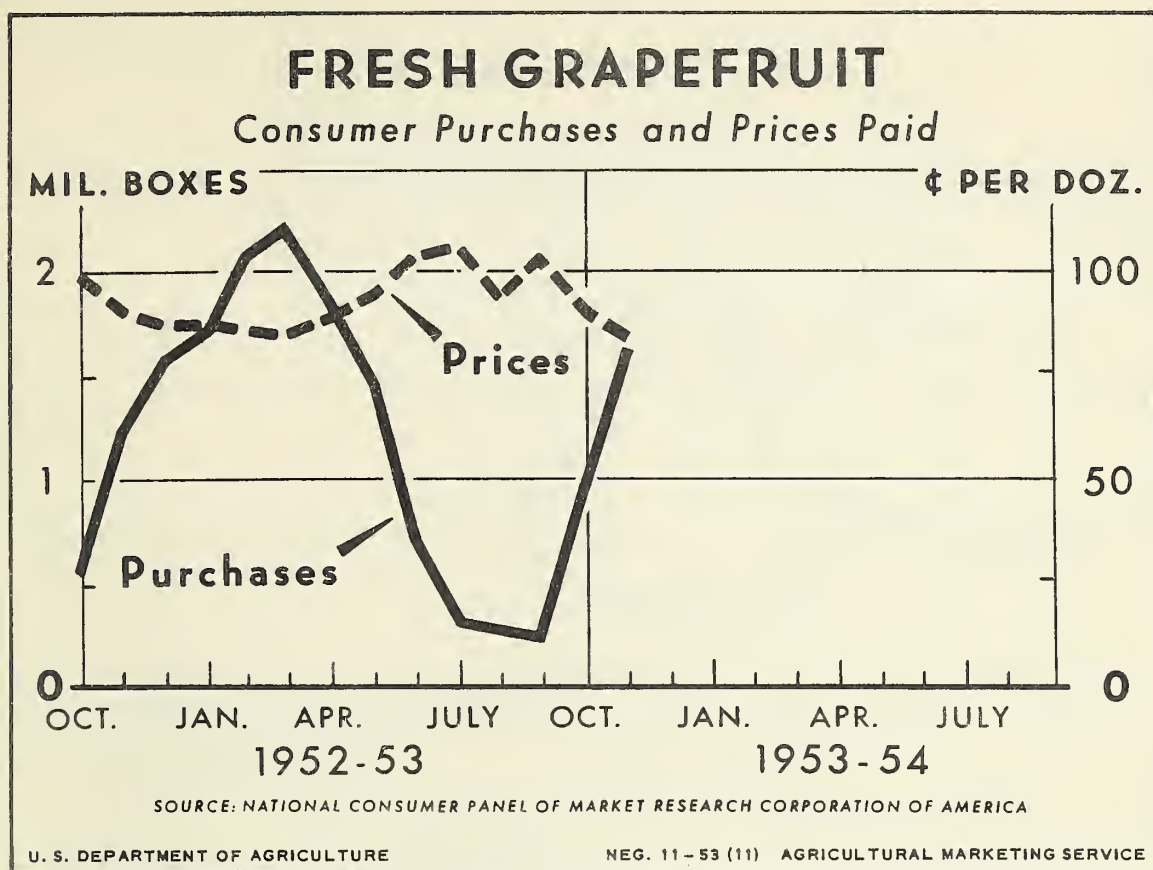


Figure 8

Fresh grapefruit: Consumer purchases and average price paid,  
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	959	545	91.5	99.0
November	1,618	1,240	83.4	90.8
December		1,588		87.3
October-December 1/		3,738		
January		1,703		87.5
February		2,093		85.3
March		2,216		84.4
October-March 1/		10,284		
April		1,848		88.9
May		1,446		95.9
June		686		103.9
October-June 1/		14,494		
July		2,305		105.9
August		267		94.0
September		221		103.6
Season 1/				

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.



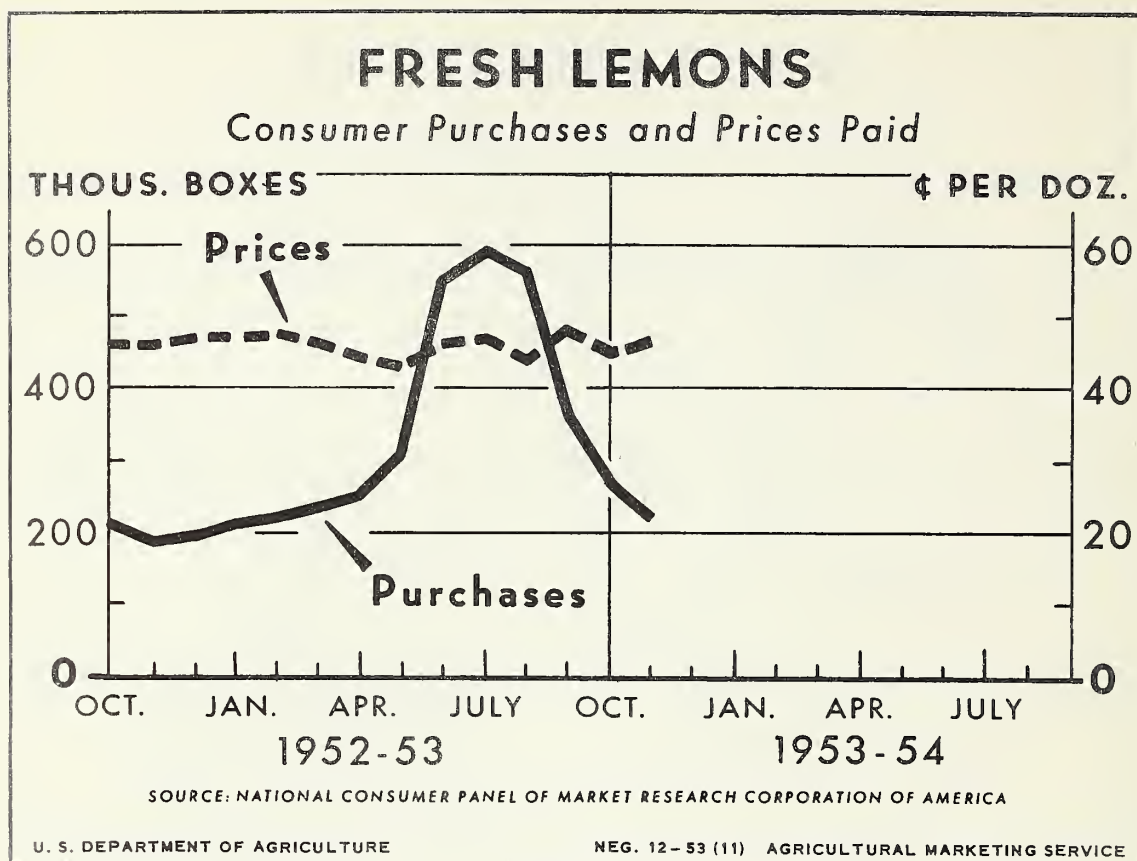


Figure 9

Fresh lemons: Consumer purchases and average price paid,  
October 1952 to date

Period	Purchases		Average price per dozen	
	1953-54	1952-53	1953-54	1952-53
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	277	209	45.8	45.7
November	215	184	46.6	45.3
December		190		46.4
October-December <sup>1</sup> / <sub>2</sub>		634		
January		210		46.3
February		218		47.2
March		229		45.9
October-March <sup>1</sup> / <sub>2</sub>		1,346		
April		242		43.8
May		307		42.7
June		548		45.6
October-June <sup>1</sup> / <sub>2</sub>		2,562		
July		587		46.8
August		558		43.4
September		355		48.0
Season <sup>1</sup> / <sub>2</sub>				

<sup>1</sup>/<sub>2</sub> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.-- Canned single-strength juices and ades: U. S. total consumer purchases and average price, November 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	12.0	13.4	1,143	1,412	1.7	1.8	53.4	58.8	46	33.3	29.6
Grapefruit	8.8	9.2	834	875	1.5	1.6	60.7	57.0	46	27.6	23.6
Orange & gpft. blend	3.5	4.5	258	393	1.5	1.5	47.8	56.9	46	31.6	27.6
Lemon	2.6	2.5	49	51	1.4	1.3	13.7	14.7	5½	12.7	11.2
Grape	3.7	4.5	165	187	1.4	1.3	31.5	30.2	32	36.9	35.6
Pineapple	14.7	15.1	1,208	1,209	1.5	1.6	52.2	49.6	46	31.4	29.5
Prune	7.4	6.4	475	399	1.7	1.7	36.8	35.4	32	33.1	32.5
Tomato	20.5	19.8	1,829	1,739	1.7	1.7	51.9	50.2	46	26.4	27.7
Total 2/	51.2	51.3	6,794	7,109	2.7	2.8	48.1	48.4			
Canned ades											
Orangeade	3.0	3/	312	3/	1.6	3/	63.4	3/	46	28.2	3/

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

3/ Information not available.

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Table 2.-- Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, November 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Unit	Average price per unit	
	1953	1952	1953	1952	Purchases		Quantity per purchase			1953	1952
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	29.1	27.1	4,087	3,929	2.5	2.5	16.6	16.2	6	19.1	16.3
Grape	4.4	3.1	253	160	1.6	1.6	10.2	9.5	6	21.7	22.4
Other concentrates	1/	1/	231	85	1/	1/	12.6	10.2	6	17.0	18.1
Total 2/	31.2	28.4	4,571	4,307	2.7	2.7	15.8	15.5	6		
Ade bases											
Frozen											
Concentrate for Orangeade	1.2	1/	92	1/	1.5	1/	14.4	1/	6	17.0	1/
Lemonade	2.7	2.0	162	110	1.4	1.4	12.3	11.1	6	18.4	17.0
Shelf pack											
Orangeade	1.1	1/	81	1/	1.3	1/	16.7	1/	6	15.1	1/

1/ Information not available.

2/ Total includes small purchases of grapefruit, orange-grapefruit blended, and other frozen concentrated juices.

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Table 3.-- Fresh citrus fruit: U. S. total consumer purchases and average price, November 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	23.8	16.5	1,284	866	2.0	1.9	13.7	12.7	36.9	41.7
Florida	20.4	18.9	1,134	947	1.9	1.7	14.1	14.3	31.9	30.3
Unidentified	8.6	11.0	326	385	1.5	1.5	12.0	11.3	35.2	37.1
Total <u>1/</u>	45.4	39.3	2,797	2,240	2.2	2.1	13.6	13.1	34.7	36.0
Grapefruit										
California-Arizona	3.3	2.6	132	80	1.5	1.3	4.7	4.2	77.6	84.4
Florida	17.7	13.4	898	646	1.9	1.9	4.6	4.1	83.8	89.8
Unidentified	13.0	11.5	505	443	1.5	1.6	4.4	4.1	83.8	92.4
Total <u>1/</u>	31.3	25.7	1,618	1,240	1.9	1.9	4.6	4.1	83.4	90.8
Lemons	19.3	16.4	215	184	1.6	1.6	5.7	5.7	46.6	45.3
Tangerines	9.7	2.4	356	63	1.3	1.1	9.5	8.8	42.3	46.6
Total <u>2/</u>	63.0	54.2	4,986	3,727	3.2	3.0	9.5	9.1	43.0	44.7

1/ Includes small purchases of Texas fruit.

2/ Except for total quantity purchased, totals include small purchases of other citrus fruit.

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